

Frequently Asked Questions

- 1. I am an existing Axis Bank customer. Will I earn *EDGE REWARD* Points on opening an Axis Direct account?**

Effective 1st April 2023, earning of *EDGE REWARD* Points have been discontinued for opening of Axis Direct account and trading via the same.

Earning of points on other earn rules will remain independent of this.

- 2. I am an Axis Direct account holder. How can I earn *EDGE REWARD* Points?**

Effective 1st April 2023, earning of *EDGE REWARD* Points have been discontinued for opening of Axis Direct account and trading via the same and therefore, no *EDGE REWARD* Points can be earned on the same.

- 3. What is the maximum number of points that I can earn on Axis Direct transactions?**

You cannot earn any points on any Axis Direct transactions as earning of *EDGE REWARD* Points have been discontinued for opening of Axis Direct account and trading via the same.

- 4. Is there any minimum amount that I need to invest to start earning *EDGE REWARD* Points?**

Earning of *EDGE REWARD* Points have been discontinued for opening of Axis Direct account and trading via the same and therefore, irrespective of the amount, *EDGE REWARD* Points cannot be earned on the same.

- 5. Are all Axis Direct transactions eligible for earning *EDGE REWARD* Points?**

Axis Direct transaction done on or before 31st March 2023 will be eligible for earning *EDGE REWARD* Points.

- 6. Which Axis Direct transactions are not eligible for earning *EDGE REWARD* Points?**

Orders or investment in IPO/NCD/Bonds, Futures & Options & MF transactions.

EDGE REWARD Points have been discontinued for Axis Direct account opening and transactions mentioned below, for NRI customers:

Transaction Type	AMB between Rs.25,000 to Rs.1,00,000	AMB between Rs.1,00,000 to Rs.5,00,000	AMB greater than Rs.5,00,000	Limit per financial year i.e. April – March
Opening of Axis Direct Account	400 points	800 points	1200 points	One Time

EDGE REWARD Points have been discontinued for Axis Direct account opening and transactions mentioned below, for Burgundy Private & Burgundy customers:

Transaction Type	Points to be earned	Limit per financial year i.e. April – March
Opening of Axis Direct Account	1200 points	One Time

The above is applicable for both NRI and Domestic Burgundy customers.

EDGE REWARD Points have been discontinued for the Axis Direct account opening and transactions mentioned below, for all customers:

Earn Rule	Description	Rule
Earn points when you start your first Equity SIP	Min. Rs.2000 p.m., for min. 36 months	250 points
Earn points when you place your first trade	Only through Axis Direct Mobile App	250 points

7. Where can I check how many points, I have earned on Axis Direct?

Points earned through eligible earns before 1st April 2023 will be credited to your **EDGE REWARDS** account by the 20th of the following month. You can view these points under the ‘Transaction History > Earn Summary’ Tab on the program website or call the Axis Bank call center.

8. Do my points have an expiry period?

Yes. Points earned on a particular day will expire after three years.

E.g.: Points earned on 10th January 2020 will expire on 10th January 2023.

Alternatively points will also expire in case of no transaction on the **EDGE REWARDS** account in a period of 365 days.

9. Whom should I contact for queries on my *EDGE REWARD* Points?

For any queries on **EDGE REWARD** Points, please call our Customer Service number at 1860-419-5555 or 1860-500-5555 (local charges will be applicable) or reach out to your relationship manager. Burgundy Private toll-free number: 1800-210-8888. Burgundy Exclusive toll-free number: 1800 419 0065 & Burgundy Exclusive Email ID premium.experience@axisbank.com NRI customers can connect with us on our 24x7 NRI Phone Banking numbers available on www.axisbank.com/pbnri